



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

McLaughlin & Associates  
566 S Rt 303  
Blaugwell, NY 10913

# Contract # 1351941

Schedule Dates 08/08/12-08/10/12  
Advertiser Florida Federation for Children (73508)  
Agency McLaughlin & Associates (9012)  
Product POLITICAL ISSUE (ns) (1187)  
Brand FL FED FOR CHILD 8/8 (466488)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name  
Phone/Fax /  
CPE 352  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments FL FED FOR CHILD 8/8  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* , FL FEDERATION FOR CHILDREN

Date Entered 08/08/12  
Last Modified  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06267365  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,586.25  
Net Total \$8,988.75  
Sales Tax

West Palm Beach (WPEC)  
By Broadcast Month Spots Rate  
Aug. 2012 18 \$10,575.00  
Grand Total: 18 \$10,575.00

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	9A- 10A (EST)	3			X	X				3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/8/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	09/09/12-08/10/12	2	:30	12P- 12:30P (EST)	2			X	X				2	\$725.00	\$1,050.00	West Palm Beach (WPEC)		8/8/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	5P- 5:30P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	5:30P- 6P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	6P- 6:30P (EST)	2			X	X				2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		8/8/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	7P- 7:30P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	12P- 12:30P (EST)	1								1	\$725.00	\$725.00	West Palm Beach (WPEC)		8/8/12
Est 8.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	5P- 5:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12
Est 9.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	5:30P- 6P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_



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Billing Type FL FED FOR CHILD 8/8  
Comments \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* FL FEDERATION FOR CHILDREN

West Palm Beach (WPEC)		
By Broadcast Month	Spots	Rate
Aug. 2012	18	\$10,575.00
<b>Grand Total:</b>	<b>18</b>	<b>\$10,575.00</b>

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (News) on credit hold / SPOT	08/08/12-08/08/12	2	:30	6P-6:30P (EST)				1					1	\$900.00	\$900.00	West Palm Beach (WPEC)		8/8/12
Est 11.0	Unapproved (News) on credit hold / SPOT	08/08/12-08/08/12	2	:30	7P-7:30P (EST)				1					1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 8.6.2012
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I, McLaughlin & Associates  
do hereby request station time concerning the following issue:

Primary Election SD27
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Florida Federation for Children

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes             <span style="margin-left: 200px;"><input checked="" type="checkbox"/> No</span> </p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

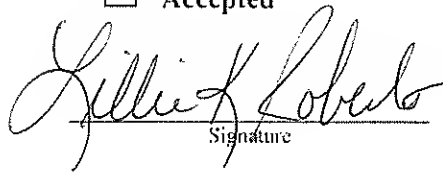
I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

<u>8.6.12</u> Date	_____ Signature	<u>203.966.9757</u> Contact Phone Number
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### TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

 Signature	<u>Lillie K Roberts</u> Printed Name	<u>8/8/12</u> Title
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# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/12

INQUIRY MADE BY: \_\_\_\_\_  
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates  
566 STATE ROAD 303  
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: \_\_\_\_\_

Information Requested: Rates & Avail's

Final Disposition: Order placed \$10,575<sup>00</sup>

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T' Rep WASH